

SECTION C-18

PERFORMANCE REQUIREMENTS DOCUMENT

(Public Affairs Office)

## **C-18. Public Affairs Office—Description of Services.**

### **C-18.1. Scope of Work.**

This description of services describes the United States Army Garrison, Fort Sam Houston Public Affairs Office support services that shall be performed by the Service Provider. The purpose of this Performance Requirements Document (PRD) and the resulting contract is to obtain efficient, cost-effective Base Operations (BASOPS) services for all activities on Fort Sam Houston, its sub-installations, leased facilities and other off-post sites as defined in appropriate support agreements. The estimated quantities of work are listed in C-18.4. Technical Exhibit 6, Estimated Annual Workload and Associated Factors.

The Service Provider shall perform all operations specified in the PRD beginning on the first day of the base performance period. All work or requirements that have been started by the Government, but not completed as of the first day of the base performance period, shall be completed by the Service Provider.

### **C-18.2. Summary of Expectations.**

The Service Provider shall provide and maintain a public affairs program to increase public awareness of the Department of the Army, US Army Medical Department Center and School (AMEDDC&S), and United States Army Garrison, Fort Sam Houston missions, policies and programs. The Service Provider shall develop programs to foster good relations with the various publics with which the Army comes into contact at home and abroad, maintain the Army's reputation as a respected professional organization responsible for national security, inspire patriotism, and support the Army's recruiting and personnel procurement mission. The Service Provider shall assist with media entry to Fort Sam Houston, orientation, and media understanding and compliance with security policies. The Service Provider shall provide thorough and timely responses to media queries which will reflect the Department of the Army's approved position and achieve specific communication objectives of providing timely, accurate, truthful two-way communication between commanders and internal audiences to strengthen deterrence and the Army's war-fighting capabilities. Subjects addressed will include the soldier, the unit, the Army, United States history, Government and traditions, and topical items of Command interest. The Service Provider shall acquire, produce, and distribute information to achieve specific communication objectives of providing timely, accurate, truthful two-way communication between commanders and internal audiences while protecting non-releasable or classified information. A consolidated listing of mandatory and advisory documents applicable to this PRD is contained in Section C-2.4, Technical Exhibit 4, Publications and Forms.

The Service Provider shall be responsible for applying appropriate mandatory and advisory technical standards, resources, and priorities to fulfill product and service requirements, aiding the customer in defining and quantifying his expectations of satisfactory quality, and performing any rework necessary to yield a final product or service that will ensure high customer satisfaction. See Technical Exhibit 1 and Technical Exhibit 7 for a listing which includes, but is not limited to, services for which the Government has identified at least one type of standard which is significant to satisfactory performance. The absence of comprehensive Government standards does not absolve the Service Provider of the overall responsibility to generate high quality products and services according to normal business practices and industry standards, nor does this condition detract from Government enforceability nor limit the rights or remedies of the Government under all provisions of the contract.

The normal duty hours for Public Affairs services shall be from 7:00 A.M. to 5:00 PM, Monday through Friday, excluding government holidays. In addition to direct coordination with supported customers, the Service Provider shall also coordinate with other Government offices and Government Contractors to the extent necessary to ensure satisfactory performance under this PRD and to effect a smooth hand-off of work to and from other Government or contracted service providers. The Service Provider shall be expected to interface and receive Government concurrence and/or approval on all services performed within this PRD that could have a positive or negative reflection upon the Government.

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### **C-18.3. Services Performed.**

#### **C-18.3.1. The Service Provider shall provide support for media relations programs.**

C-18.3.1.1. *The Service Provider shall escort media representatives.* The Service Provider shall, upon approval by the Government, escort media representatives at all times while they are on Fort Sam Houston or interacting with army representatives from Ft Sam Houston. The Service Provider shall ensure they understand and abide by installation security policies and guidelines.

C-18.3.1.2. *The Service Provider shall prepare and distribute press releases.* These responsibilities involve preparing statements that meet the guidelines and approval of the AMEDDC&S or Garrison Commander and reflect the specific communications objectives to be achieved. The Service Provider shall fax the Public Affairs Officer (PAO) approved press releases to all agencies on the media list.

#### **C-18.3.2. The Service Provider shall support Community Relations.**

C-18.3.2.1. *The Service Provider shall process community support requests.* The Service Provider shall receive; review and process community requests for military support for community activities, coordinate and obtain Government approval/disapproval of requested military support, and provide a response to the requestor of approval or disapproval of the request.

C-18.3.2.2. *The Service Provider shall administer Army Community Council (ACC) Meetings.* The Service Provider shall develop, and submit for Government approval, an annual schedule for meetings, draft and distribute meeting invitation letters, and set up and coordinate facilities and support for the meetings. The Service Provider shall review and update memberships for community council members and solicit new members. Responsibilities also include managing the programs for the junior officer of the year and the commander's award for public service.

C-18.3.2.3. *The Service Provider shall coordinate military support and participation for Community events, to include major command activities such as, but not limited to Armed Forces Week, and Fiesta event.* The Service Provider shall take part in the planning and identifying of military support or participation required for community events.

C-18.3.2.4. *The Service Provider shall respond to customer inquiries.* The Service Provider shall respond to all requests for information concerning post statistics, history, military missions, military and civic organizations, Department of Defense, Department of the Army, tenant units, command activities, and requests for visits. Requests for information received outside the scope of responsibility of the Public Affairs Office will be forwarded to the appropriate agency to provide assistance.

C-18.3.2.5. *The Service Provider shall work with Civic and Government Agencies.* The Service Provider shall, upon approval by the Government, provide assistance, cooperation and coordination with local civic, business organizations, and other federal, state, and local government agencies and their representatives.

#### **C-18.3.3. The Service Provider shall provide Ft Sam Houston Internal Information Services.**

C-18.3.3.1. *The Service Provider shall supervise the preparation, production, and distribution of a weekly post newspaper (50 issues a year).* The Service Provider shall be responsible for all the content of the post newspaper to include articles, photographs, and advertisements. The Service Provider shall obtain an electronic version of the post Newspaper from the vendor on computer disk, format selected articles/stories identified by the Government for inclusion on the FSH Public Affairs WEB page, submit disk for update to the WEB page. The newspaper will contain most of the following elements: news, features, editorials, commentaries, sports, announcements, entertainment items, commanders' comments, letters to the editor columns, photographs, and artwork and will be printed as a 36 page tabloid formatted publication. The Service Provider shall prepare a

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minimum of 3 special, topical inserts per year to cover special events or occurrences for the Post. The Service Provider shall be responsible for researching, procuring, developing, editing, and writing articles, photographs that appear in the newspaper. The Service Provider shall supervise and direct the layout and ensure the editorial contents and advertisements of the publication are sent to the civilian printer (current vendor is Prime Time Newsgroup) in a timely fashion to ensure timely publication and distribution of the newspaper. The news, advertising, and editorial content of the weekly newspaper will be submitted for Government approval. The newspaper may contain advertising sold by the civilian printer and may include supplements or inserts. The newspaper will become the property of the command, installation, or intended recipient upon delivery.

C-18.3.3.2. *The Service Provider shall upload information to the Army Public Affairs Link.* The Service Provider shall identify appropriate newspaper articles highlighting Ft Sam Houston soldiers, units, missions, history, or topical items of interest and upon Government approval upload to the Army Public Affairs Link.

C-18.3.3.3. *The Service Provider shall manage and recommend approval of Government additions, deletions, and changes to the content of the FSH Home Page and all command link sites.*

C-18.3.3.4. *The Service Provider shall, as indicated and approved by the Government, maintain a compilation of video and articles from local media sources concerning Ft Sam Houston units.*

C-18.3.3.5. *The Service Provider shall maintain biographical files on military and local civic leaders.* The Service Provider shall maintain files with biographical information, current picture, office information, contact information for senior military leader and community civic leader from the City of San Antonio, state and federal leaders.

**C-18.3.4. The Service Provider shall market and publicize Ft Sam Houston special projects, events and programs.**  
The Service Provider shall determine the appropriate publications in which to publicize Ft Sam Houston projects or events. Prepare and submit marketing packages to the Government for approval and publication.

**C-18.3.5. The Service Provider shall administer the Hometown News Release Program.**  
The Service Provider shall receive DD Form 2266, Information for Hometown News Release, and photograph if provided, ensure form is completed and accurate, and forward package to Army and Airforce Hometown News Release office.

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### **C-18.4. Technical Exhibits.**

TECHNICAL EXHIBIT 1 – SERVICE PERFORMANCE SUMMARY (SPS)

TECHNICAL EXHIBIT 2 – GOVERNMENT FURNISHED CONTRACTS

TECHNICAL EXHIBIT 3 – ACRONYMS AND DEFINITIONS

TECHNICAL EXHIBIT 4 – PUBLICATIONS AND FORMS

TECHNICAL EXHIBIT 5 – REQUIRED REPORTS

TECHNICAL EXHIBIT 6 – ESTIMATED ANNUAL WORKLOAD AND ASSOCIATED FACTORS

TECHNICAL EXHIBIT 7 – PERFORMANCE SUMMARY OF QUALITY CONTROL STANDARDS

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TECHNICAL EXHIBITS

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### **C-18.4.1. Technical Exhibit 1—Service Performance Summary (SPS).**

**C-18.4.1. SERVICE PERFORMANCE SUMMARY (SPS).** The SPS charts, at the end of this technical exhibit:

**C-18.4.1.1.** Lists the specific paragraph in the SPS that the government will surveil. The absence of any contract requirement from the SPS shall not detract from its enforceability or limit the rights or remedies of the government under any other provision of the contract, including the clauses entitled “Inspection of Services” and “Default.”

**C-18.4.1.2.** Lists the service to be performed.

**C-18.4.1.3.** Lists the standard of performance for each specific service.

**C-18.4.1.4.** Lists the maximum error rate from standard performance for that service, that may occur before the government will determine the service to be unacceptable. The lot size is used when random sample is the basis for surveillance. The period of time covered by the inspection is also listed.

**C-18.4.1.5.** Lists the surveillance methods the government will use to evaluate the service provider’s performance in meeting the contract requirements.

**C-18.4.2. GOVERNMENT QUALITY ASSURANCE.** Service Provider performance will be compared to the contract standards and performance requirements using the Quality Assurance Surveillance Plan (QASP). This document is for government use only.

**C-18.4.2.1.** Random sampling of recurring service output items (daily, weekly, monthly, quarterly, semiannually, annually, or as required) as determined necessary to assure a sufficient evaluation of contractor performance.

**C-18.4.2.2.** One Hundred-Percent Inspection of those tasks that occur infrequently and cannot be random sampled because the sample size for a small lot may exceed the lot size. This type of inspection occurs each time a task is performed.

**C-18.4.2.3.** Periodic surveillance of output items (daily, weekly, monthly, quarterly, semiannually, annually, or as required) as determined necessary to assure a sufficient evaluation of contractor performance.

**C-18.4.2.4.** Customer complaints.

**C-18.4.3. PERFORMANCE EVALUATION.** Performance of a service will be evaluated to determine whether or not it meets the minimum standard listed in the contract. When the performance standard is exceeded, a Contract Discrepancy Report (CDR) will be issued to the contractor by the contracting officer. The contractor shall respond to the CDR by completing the form and returning it to the contracting officer within 15 calendar days of receipt

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PRD PARA	SERVICE PERFORMED	PERFORMANCE STANDARD	MAX ERROR RATE	SURV METHOD
C-18.3.3.1.	The Service Provider shall publish a weekly post newspaper (50 issues a year).	Publish a 36 page newspaper with annual average of 50% news hole, and eight original news feature articles focusing on current command and community interest topics or events	20% Lot = Number of annual newspaper issues published	Random Sample

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**C-18.4.2. Technical Exhibit 2—Government Furnished Contracts.**

Contract No./ Lease No.	Service Provider	Service Description	Comments
	Prime Time Newsgroup	Print and distribute weekly newspaper	C-18.3.3.1 34 news racks: delivered to 61 tenant commands and activities and 1000 post quarters

**C-18.4.3. Technical Exhibit 3--Acronyms, and Definitions.**

This Technical Exhibit contains only those abbreviations, acronyms, and definitions that are unique to Section C-18 of the PRD. Please refer to Appendix A, Section C-1.5 for all others not cited in this Technical Exhibit.

**ACRONYMS**

ACC – Army Community Council

AFW – Armed Forces Week; a week long event recognizing military contributions to state and local area.

N/A – Not Available

PAO – Public Affairs Officer

**DEFINITIONS**

Fiesta – A 10-day event occurring annually to celebrate San Antonio heritage.

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### **C-18.4.4. Technical Exhibit 4 -- Publications and Forms.**

Publications and Forms that specifically apply to Section C-18 of the PRD are listed below. Appendix B, Section C-1 also contains listings of publications and forms that shall be included with this Technical Exhibit to define the full listing of applicable documents. The publications and forms have been coded as mandatory or advisory. The Service Provider is obligated to follow those publications and use those forms coded as mandatory to the extent specified in other portions of PRD Section C-18. The Service Provider shall be guided by those publications or use those forms coded advisory to the extent necessary to accomplish requirements in this PRD. All publications and forms listed will be provided by the Government at the start of the contract. It is the responsibility of the Service Provider to establish follow-on requirements if necessary. Supplements or amendments to listed publications from any organizational level may be issued during the life of the contract.

*Table 4-1: Federal Government Documents*

<b>Document</b>	<b>Publication Name</b>	<b>Date</b>
Federal Ethics regulations and standards (FERS)	U.S. Code	Mandatory

*Table 4-2: Department of Defense Documents*

<b>Document</b>	<b>Publication Name</b>	<b>Date</b>
None Applicable		

*Table 4-3: Army Regulations*

<b>Document</b>	<b>Publication Name</b>	<b>Date</b>
AR 360-1	The Army Public Affairs Program	Oct 2000 Mandatory
AR 600-25	Salutes, Honors, and Visits of Courtesy	May 1970 Advisory

*Table 4-4: Department of the Army Pamphlets (DA Pam)*

<b>Document</b>	<b>Publication Name</b>	<b>Date</b>
None Applicable		

*Table 4-5: Ft Sam Houston Regulations, Pamphlets, and Supplements*

<b>Document</b>	<b>Publication Name</b>	<b>Date</b>
FSH Policy Letter	39 Policy Letters (compendium)	Jan 1999 Mandatory

*Table 4-6: Commercial and Other Standards*

<b>Document</b>	<b>Publication Name</b>	<b>Date</b>
None Applicable		

*Table 4-7: Forms*

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Document	Publication Name	Date
None Applicable		

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### C-18.4.5. Technical Exhibit 5--Required Reports.

Instructions to the Service Provider concerning each report listed below are contained in DD Forms 1423 and associated Data Item Descriptions (DIDs).

PRD REF	CDRL #	DESCRIPTION OF REPORT
		None

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### **C-18.4.6. Technical Exhibit 6—Estimated Annual Workload and Associated Factors.**

Table 6-1 lists the PRD services where estimated quantities of work output have been identified and as such are subject to variations. If, at the **end** of the basic and each option period, the total estimated workload for each subparagraph, considering complexity, difficulty, and cost of the various outputs below, varies above or below fifteen (15) percent from the total yearly estimated contract workload, negotiations for an equitable price adjustment (to include award fee pool) may be initiated by either party. The increases or decreases in estimated cost (to include award fee pool) shall be based on the net of all increases or decreases in changes to the workload for all sections. The yearly adjustment to the estimated contract cost, shall be made based only on the subparagraph(s) of the total contract whose workload increases *or* decreases in excess of fifteen (15) percent.

*Table 6-1: Annual Work Counts*

<b>PRD Number</b>	<b>Work Count Title</b>	<b>Estimated Workload</b>
C-18.3.1.1.	Number of Media Representatives Escorted	158
C-18.3.1.2.	Number of Completed Press Releases	152
C-18.3.2.1.	Number of Community Support Requests Processed.	229
C-18.3.2.2.	Number of Army Community Councils Meetings Held	4
C-18.3.2.3.	Number of Military Support Requests for Community Events	78
C-18.3.2.4.	Number of Customer Inquiries/Requests	1,211
C-18.3.2.5.	Number of Interactions with Civic and Government Agencies	27
C-18.3.3.1.	Number of Completed Articles for Post Newspaper	358
C-18.3.3.1.	Number of Submitted Articles Included in Post Newspaper	848
C-18.3.3.1.	Number of Articles Downloaded for Post Newspaper	489
C-18.3.3.1.	Number of Newspapers Edited and Compiled	51
C-18.3.3.1.	Number of articles/stories submitted for FSH Public AffairsWEB page	310
C-18.3.3.2.	Number of Completed Uploads to Army Public Affairs Link	96
C-18.3.3.3.	Number of Web Site Requests Received	151
C-18.3.3.4.	Number of Media Sources (e.g. videos, articles) Pertaining to FSH	165
C-18.3.3.5.	Number of Biographical Files Maintained	48
C-18.3.4.	Number of Programs Publicized and Marketed	9
C-18.3.4.	Number of Local FSH Events Publicized and Marketed Locally	101
C-18.3.5	Number of Hometown News Release forms processed	91

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The following table contains historical information regarding official Government travel necessary to fulfill services specified in Section C-18 of the PRD.

*Table 6-2: Annual Travel*

<b>PRD Number</b>	<b>Destination &amp; Purpose</b>	<b># Days/ trip</b>	<b>FY 98</b>	<b>FY 99</b>
None				

**C-18.4.7. Technical Exhibit 7—Performance Summary of Quality Control Standards.**

The services listed in this Performance Summary represent those key services for which at least one type of standard has been identified as necessary for satisfactory performance and shall be included in the Service Provider's QCP. Tasks called for in the Description of Services which have no pre-defined standard are not included. The absence of comprehensive Government standards does not absolve the Service Provider of the overall responsibility to generate high quality products and services according to normal business practices and industry standards, nor does this condition detract from Government enforceability nor limit the rights or remedies of the Government under all provisions of the contract.

Quality Control Plan (QCP) services will be monitored by the Service Provider in accordance with the approved QCP submitted by the Service Provider. The surveillance method used by the Service Provider to meet the Government performance standard shall be determined by the Service Provider and documented in the QCP. Acceptable surveillance methods include:

- Random sampling. This is usually the most appropriate method for recurring tasks. With random sampling, services are sampled using a statistically based sampling procedure in which each service output in a lot has an equal chance of being selected to determine if the level of performance is acceptable. Random sampling works best when the number of instances of the services being performed is very large and a statistically valid sample can be obtained.
- 100% inspection of the output. This is usually only the most appropriate method for infrequent tasks or tasks with stringent performance requirements, e.g., where safety or health is a concern. With this method, performance is inspected/evaluated at each occurrence. One hundred percent inspection is too expensive to be used in most cases.
- Periodic inspection of the processes or output. This method, sometimes called "planned sampling," consists of the evaluation of tasks selected on other than a 100 percent or random basis. It may be appropriate for tasks that occur infrequently, and where 100 percent inspection is neither required nor practicable. A predetermined plan for inspecting part of the work is established using subjective judgment and analysis of agency resources to decide what work to inspect and how frequently to inspect it.
- Customer Surveys and validated customer complaints. Although usually not a primary method, this is a valuable supplement to more systematic methods. In certain situations where customers can be relied upon to complain consistently when the quality of performance is poor, customer surveys and customer complaints may be a primary surveillance method, and customer satisfaction an appropriate performance standard. In all cases, complaints shall be documented, preferably on a standard form.



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PRD PARA	SERVICE PERFORMED	PERFORMANCE STANDARD	MAX ERROR RATE
C-18.3.1.2.	The Service Provider shall prepare and distribute press releases.	Media advisory released within 5 work days prior to event	10% Lot = Number of press releases
C-18.3.1.2.	The Service Provider shall prepare and distribute press releases.	Press release distributed 72 hours and 24 hours prior to event	10% Lot = Number of press release.
C-18.3.2.1.	The Service Provider shall process community support requests.	Process initial response within 72 hours of receipt	15% Lot = Number of community support requests received
C-18.3.3.1.	The Service Provider shall publish a weekly post newspaper (50 issues a year).	Submit newspaper packet to publisher 24 hours prior to publication date (Late submission will be submitted NLT 16 hours prior to publication date)	10% Lot = Number of newspaper packages submitted for publication

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